

**APPROVED MINUTES
BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE
REGULAR VIRTUAL MEETING**

April 12, 2021, 3:30 P.M.

MEMBERS	September 2020 – August 2021			
	REGULAR MTGS		SPECIAL MTGS	
	Present	Absent	Present	Absent
The “W” Hotel, Capri Hotel, LLC <u>Anna MacDiarmid, Chair</u> Brigitte Bienvenu, Alternate	P	8	0	0
Marriott Courtyard <u>Michael Fleming, Vice Chair</u> Steve Zunt, Alternate	P	8	0	0
Ritz Carlton Hotel <u>Bosther Kusich</u> Michael Chiusano, Alternate	P	6	2	0
Greater FTL Chamber of Commerce <u>Aiton Yaari</u>	P	8	0	0
The Westin Ft Lauderdale Beach <u>Daniel Esteves</u> Laurie Johnson, Alternate	P	6	2	0
B Ocean Fort Lauderdale <u>Carlos Salazar</u> Ken Elizondo, Alternate	A	4	4	0
Beach Redevelopment Adv. Board <u>Jason Hughes (at 3:33 p.m.)</u>	P	7	1	0
Bahia Mar Doubletree <u>Lisa Namour</u>	P	7	1	0
Sonesta Fort Lauderdale Beach Resort <u>Michael Medeiros</u>	P	3	0	0

Staff

Cija Omengebar, CRA Planner
Clarence Woods, Northwest CRA Manager
Tasha Cunningham, BID Manager
Mauricio Baquero, Moderator
Crysta Parkinson, Prototype, Inc.

Guests

Ina Lee
Arianne Glassman
Ana Elvir

I. Call to Order / Roll Call / Quorum

The meeting was called to order at 3:30 p.m. by Chair MacDiarmid. It was noted that a quorum was present.

II. Approval of Meeting Minutes

- **Regular Meeting – March 8, 2021**

Motion made by Mr. Fleming, seconded by Mr. Yaari, to approve the minutes of the March 8, 2021 Regular Meeting. In a voice vote, the **motion** passed unanimously.

Chair MacDiarmid pointed the Board to the packet and asked that they review the goals and objectives to keep meetings on track.

III. Post Event Presentation – Love is in the Air Valentine’s Affair

Chair MacDiarmid asked if there were any objections to moving Item 3 to the May meeting due to an illness. The Board agreed to the change.

IV. Post Event Presentation – Fur the Love Pet Fest

Ana Elvir provided a brief recap of the February 21 event, which benefitted Good Karma Pet Rescue. She shared photos, the schedule of activities, and financial details. Ms. Elvir stated 551 tickets were sold online in advance, and day of sales brought the total attendance to 757. She stated 80 volunteers were also involved.

Ms. Elvir shared promotional materials and social media which assisted with visitor outreach, including six (6) Instagram influencers who contributed to 130 tagged Instagram stories. She shared a promotional video by Visit Lauderdale and stated the event would be continuing in 2022.

Chair MacDiarmid stated she had heard positive feedback about the success of the event.

Mr. Hughes noted the event was well attended and the use of the parking garage showed a lot of people had come from outside the area to attend.

V. BID Manager Update

- **Co-Op Promotional Campaign Update**

Ms. Cunningham shared updates on the Visit Lauderdale promotional campaign. She reminded the members of the Board survey to select the five (5) businesses for the Conde Nast segment and asked that it be completed by April 19.

Ms. Cunningham shared static banners created for the Visit Lauderdale campaign by the contracted agency. She noted the BID logo was missing and stated a call to action had been added. She asked the Board for feedback on the images utilized, which were from the existing Visit Lauderdale campaign and not necessarily BID-specific. Ms. Cunningham shared the draft provided of the New York Times e-blast and recapped the updated campaign plan. She noted that based on prior discussion, World Red Eye was being removed from the plan and a podcast was being explored for replacement.

Chair MacDiarmid shared feedback on the images and stated she wanted to make sure the BID logo was as prominent as the Visit Lauderdale logo. Discussion ensued regarding the website that clicking the advertisements would take users to.

Mr. Kusich recommended not to make the advertisements too crowded and suggested looking at available images to connect to the location more readily.

Mr. Medeiros agreed with the feedback and stated it would be great to review available images to make it distinctive.

Mr. Hughes agreed the images were too generic and suggested incorporating people having fun into the messaging.

Mr. Yaari added that something iconic about Fort Lauderdale Beach should be included. He stated finding a flagship point to give an identity and branding to Fort Lauderdale Beach should be a task of the Board.

Discussion ensued regarding points in the area that everyone would know. Ms. Cunningham stated she would ask the creators to take another pass at the materials.

Item VI was discussed out of order.

- **BID Sponsored Website and Newsletter**

Ms. Cunningham highlighted changes to the BID newsletter, noting it now included a message from the Chair. She stated the BID page on the website would be updated with the newsletter monthly blog-style, with clickable calls for action.

- **Food and Beverage Program Revamp**

Ms. Cunningham stated her staff was working on a plan to revamp the food and beverage program, and it would be ready for review at the May meeting.

VI. BID Logo Discussion and Selection

Item VI was discussed prior to the BID Sponsored Website and Newsletter.

Ms. Cunningham stated the My Fort Lauderdale Beach logo utilized by the BID did not specifically mention the BID and shared some options for updating the logo. She asked for Board feedback.

Chair MacDiarmid suggested added BID rather than just Beach Improvement District because that is how the Board is known. She shared her thoughts on the sample logos.

Mr. Yaari asserted the importance of branding and stated the logo should not be taken lightly. He noted the value of making a good first impression, and recommended spending some money to put it together.

Ms. Omengabar provided a brief history on the current logo and how it was selected.

Ms. Cunningham stated her team could work on the logo and brand story if that was the wish of the Board, then send out additional drafts via email later in the week and vote on the drafts at the May meeting. The Board and staff discussed the timeline.

Arianne Glassman explained there were four (4) iterations of the logo and stated she would send those to Ms. Omengabar to pass along to the Board. She noted there was also an animated version and agreed with Mr. Yaari's comments on creating a brand.

Chair MacDiarmid stated she preferred not to look at old logos and asked that anything that should be seen be sent to the BID Manager for review. The Board decided by consensus to move discussion of the item to the May meeting.

VII. Communications to the City Commission

None.

VIII. Old/New Business – Cija Omengabar, CRA Planner

- **Utility Box Wrap Update**

Ms. Omengabar stated she was still working on the box wraps and had learned FDOT permits were required. She noted the artwork images were in the backup materials for the meeting and were hanging in the office. She suggested the ~~items~~-artwork be donated to the Aquatic Center once the wraps were completed.

- **Legal Opinion Update**

Ms. Omengebar stated she had not yet heard any feedback from legal counsel on the ~~the~~ BID providing funding for the Breakers Avenue project.

~~Breakers~~

Mr. Woods added that he also had not heard an update.

Chair MacDiarmid stated there was discussion outside the Board that the BID had already provided the funds, but she wanted to point out that it was not yet approved.

- **Carras Study of Beach Business Improvement District**

Ms. Omengebar noted the information was provided in the backup materials for information purposes.

- **May Meeting Agenda Item Recommendations**

Ms. Omengebar stated she would add the tabled items to the May meeting and added that she had asked Ms. Glassman to provide an update on website traffic. She asked for any additional recommendations for the May agenda.

Mr. Yaari suggested a discussion of Tortuga Festival, the Air Show, and other upcoming events. He stated he was expecting a busy summer and wanted to make sure everything was lined up to welcome people to Fort Lauderdale Beach. He suggested thanking the City Commission for the way Fort Lauderdale had weathered COVID-19.

Chair MacDiarmid asserted she could draft a letter to thank the Commission for their support.

Ms. Omengebar stated the Air Show was planned for May and there would be a follow-up presentation.

Ms. Cunningham noted that the BID would have a booth at the Air Show.

Ms. Glassman shared details of activation surrounding the Air Show. She updated on an artist doing a mural at Las Olas Oceanside Park and other art on the beach. Discussion ensued on the ongoing activation of the beach by Ms. Glassman's team.

Mr. Hughes stated he would love to see a Spring Break recap in May and a further discussion on vagrancy.

Chair MacDiarmid noted the hotels had recapped internally and stated it would be good to do a recap as a Board.

Ms. Omengebar asked for feedback on what speakers would be best to share data on Spring Break.

Mr. Yaari stated he believed the Board members could provide a recap to simplify the process.

Mr. Fleming asserted that he was surprised the police patrolling the area during Spring Break were not wearing masks, even though the area businesses were trying to encourage mask use. Discussion ensued regarding the message and who to address with concerns.

Ms. Omengebar stated she would follow up on who to share the concerns with. She noted a budget discussion for Fiscal Year 2022 may be ready by the May meeting.

IX. Adjournment

Upon motion duly made and seconded, the meeting adjourned at 4:26 p.m. The next Regular Meeting of the BID is scheduled for May 10, 2021 at 3:30 p.m.

[Minutes prepared by C. Parkinson, Prototype, Inc.]

Attachments:

BID Manager Update *PowerPoint* presentation
Fur the Love Pet Fest *PowerPoint* presentation